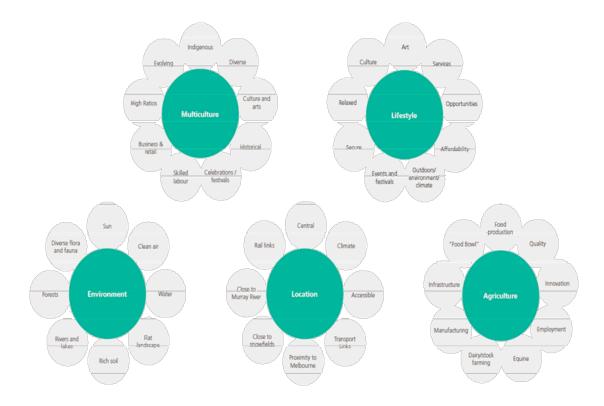
ATTACHMENT TO AGENDA ITEM

Ordinary Meeting 19 April 2016

Agenda Item 9.3	Visitor Economy Identity Review					
Attachment 1	Visitor Economy Identity Review consultation summary results449					

Visitor Economy Identity Review Consultation Summary Results Region's Key Attributes (Figure 1)



Region's Perceptions (Figure 2)

The following provides a snapshot of perceptions both positive and negative about Shepparton that were identified during the consultation process:

Positive	Negative
Family friendly	Lack of tourism
Strong sense of community	Boring
Great facilities	Nothing to do and see
Sporting culture	Poor public transport
Fresh produce	Empty shops
Affordable	Nothing iconic
Friendly people	Aesthetically ugly (Shepparton city)
Great climate	Lack of heritage buildings
Diverse	Flatness
Arts and events	High unemployment
Accessible	Declining agricultural industry
Multicultural	Unsafe after dark
Proximity to Melbourne	Drug problems
Productive	High crime rate
Outdoor activities	Dumping ground for refugees
Depth of culture and history	Welfare dependent
Rich indigenous heritage	Racist
Business opportunities	Bogan
Resilient	
Goulburn River	
Relaxed lifestyle	

Region's Key Attractions (Figure 3)

The following provides a snapshot of key attractions and things to do and see in Shepparton that were identified during the consultation process:

Key Attractions	Key attractions
Events/festivals	Victoria Park Lake
Shepparton Sporting Precinct	Chocolate Apple Factory
Dookie hills	Wineries
Emerald Bank	Motor Museum
KldsTown	Aquamoves
Yiche Restaurant	Teller Collective
Historic homes	SPC Factory sales
Australian Botanic Gardens	Shepparton Art Museum (SAM)
The Mall	Fishing on the Goulburn River
Shepparton Showgrounds	Tatura Park Events and Equestrian Complex
Murchison Meteorite	Days Mill
Tatura War Museum	Tatura Bakery

Brand Framework (Figure 4)

The brand framework was also reviewed with the following destination brand values identified. These are intangible things that draw us together as a community and included:

Brand Values	Description
Genuine	Honest, accessible, accurate, professional
Creative	Vibrant inspiring, fresh, engaging
Responsive	Confident, enabling, fresh, engaging
Inclusive	People orientated, supportive, connected
Progressive	Unique, enterprising, innovative, world class
Diverse	Multicultural, welcoming

Brand audit and competitor analysis (Figure 5)

A key part of the destination brand review was an audit of other destinations and how they are branding and positioning themselves. The following provides an overview of this noting that recent branding identity changes have occurred for Visit Victoria (State Government), Ballarat and Echuca Moama.



ATTACHMENT TO AGENDA ITEM

Ordinary Meeting

19 April 2016

Agenda Item 9.4	Instrument of Appointment and Authorisation (Planning and Environment Act 1987 only) - Updated to Include New and Revoked Officers
Attachment 1	Staff package instrument of appointment authorisation - Council Meeting Attachment - Elke Gilbert Cummins 453
Attachment 2	Staff package instrument of appointment authorisation - Council Meeting Attachment - Sam Dangelo-Kemp 455
Attachment 3	Staff package instrument of appointment authorisation - Council Meeting Attachment - Grace Emily Docker457
Attachment 4	Staff package instrument of appointment authorisation - Council Meeting Attachment - Robert James Duncan459

S11A. Instrument of Appointment and Authorisation (Planning and Environment Act 1987)

Greater Shepparton City Council

Maddocks

Instrument of Appointment and Authorisation (Planning and Environment Act 1987)

In this instrument "officer" means -

ELKE GILBERT CUMMINS

By this instrument of appointment and authorisation Greater Shepparton City Council -

- under section 147(4) of the Planning and Environment Act 1987 appoints the officer to be authorised officer for the purposes of the Planning and Environment Act 1987 and the regulations made under that Act; and
- under section 232 of the Local Government Act 1989 authorises the officer generally to institute proceedings for offences against the Acts and regulations described in this instrument.

It is declared that this instrument -

- (a) comes into force immediately upon its execution;
- (b) remains in force until varied or revoked.

This instrument is authorised by a resolution of the Greater Shepparton City Council on 19 April 2016.

The COMMON SEAL of the GREATER)
SHEPPARTON CITY COUNCIL was affixed)
on theday of2016)
in the presence of the Chief Executive Officer)
being a delegated officer pursuant to Local)
Law No. 2 of the Council)

S11A. Instrument of Appointment and Authorisation (Planning and Environment Act 1987)

Greater Shepparton City Council



Instrument of Appointment and Authorisation (Planning and Environment Act 1987)

In this instrument "officer" means -

SAMUEL DANGELO-KEMP

By this instrument of appointment and authorisation Greater Shepparton City Council -

- under section 147(4) of the Planning and Environment Act 1987 appoints the officer to be authorised officer for the purposes of the Planning and Environment Act 1987 and the regulations made under that Act; and
- under section 232 of the Local Government Act 1989 authorises the officer generally to institute proceedings for offences against the Acts and regulations described in this instrument.

It is declared that this instrument -

- (a) comes into force immediately upon its execution;
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S11A. Instrument of Appointment and Authorisation (Planning and Environment Act 1987)

Greater Shepparton City Council



Maddocks

Instrument of Appointment and Authorisation (Planning and Environment Act 1987)

In this instrument "officer" means -

GRACE EMILY DOCKER

By this instrument of appointment and authorisation Greater Shepparton City Council -

- under section 147(4) of the Planning and Environment Act 1987 appoints the officer to be authorised officer for the purposes of the Planning and Environment Act 1987 and the regulations made under that Act; and
- under section 232 of the Local Government Act 1989 authorises the officer generally to institute proceedings for offences against the Acts and regulations described in this instrument.

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S11A. Instrument of Appointment and Authorisation (Planning and Environment Act 1987)

Greater Shepparton City Council

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Maddocks

Instrument of Appointment and Authorisation (Planning and Environment Act 1987)

In this instrument "officer" means -

ROBERT JAMES DUNCAN

By this instrument of appointment and authorisation Greater Shepparton City Council -

- under section 147(4) of the Planning and Environment Act 1987 appoints the officer to be authorised officer for the purposes of the Planning and Environment Act 1987 and the regulations made under that Act; and
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